

# OSAKA SANGYO UNIVERSITY

## JOURNAL OF BUSINESS ADMINISTRATION

Vol. 15 No. 1

Oct. 2013

---

### <Articles>

Current Status and Development of Cross-Border E-Commerce (EC):  
Commitment to the Chinese Market of EC Businesses.....HARADA Yoshio ..... (1)

An Analysis of the Accounting Changes of Great Western Railway  
Using Text Mining: Focusing on the Change of Reason  
for Depreciation Practice ..... SAWANOBORI Chie ..... (27)

Econometric Analysis on Sales Strategy in the Global Supply Chain  
—Focus on the Logistics Study in European and American—  
..... MITOU Shinya ..... (43)

A Comparative Analysis of Rice Cooker Marketing Strategies  
between Panasonic and Midea Group in China ..... Wang DanXia ..... (57)

On the Creation of the New City in Tianjin..... Wang XiaoHu ..... (93)

Strategy for Panasonic's Expansion in the Chinese Electric Cooker Market  
—Focusing on the Results of an Investigation in Shanghai and  
the Development of the Chinese Eco-concept— ..... Wang DanXia ..... (117)

---

## ACADEMIC SOCIETY OF OSAKA SANGYO UNIVERSITY